

**CLAIMS**

1. Method for determining the efficiency of radio publicity and/or broadcasted programs, which comprises the following steps:
  - a) When a car radio is operated, determining, either directly from the car radio display, or by extraction the LO frequency of the car radio, the frequency of the broadcast channel received at the moment;
  - b) Whenever required, transforming said frequency to a digital word;
  - c) When the information as to the amount of listening of a given publicity and/or broadcasted program or publicities is desired, sending a request for said information;
  - d) When said request is received, transmitting a reply which comprises the digital word corresponding to the frequency of the broadcast channel received at the moment.
2. Method according to claim 1, further comprising memorizing the digital word corresponding to the frequency of the channel which is being received.
3. Method according to claim 1, further comprising constantly adjourning the memorized digital word and, when a request is received, transmitting a reply comprising the adjourned, memorized digital word.
4. Method according to claim 1, further comprising processing the replies whereby to determine from them the time period during which each publicity and/or broadcasted program is transmitted.
5. Method according to claim 4, wherein the replies are processed graphically.

6. Method according to claim 4, wherein the replies are processed analytically.

7. Method according to claim 1, concurrently carried out for a plurality of radio publicities and/or broadcasted programs.

8. Apparatus for determining the efficiency of radio publicity and/or broadcasted programs, which comprises, in combination with a car radio, the following components:

- a) means for determining the frequency of the transmission that is being heard at the moment that the apparatus is operated;
- b) means for deriving from said frequency a corresponding digital word;
- c) a car transceiver for receiving said digital words and transmitting them when a request for information is received;
- d) a central control station having central transceiver means for transmitting a request for information, when such information is desired, receiving the replies transmitted by said car transceiver.

9. Apparatus according to claim 8, further comprising a memorizer for memorizing the digital words.

10. Apparatus according to claim 8, further comprising a processing station having means for processing the replies transmitted by the car transceiver whereby to determine from them the time period during which each publicity and/or broadcasted program is transmitted.

11. Apparatus according to claim 8, wherein the transmitter part of the car transceiver is may be inactive and does not transmit until the receiver part of the car transceiver receives a request and activates said transmitter part.

12. Apparatus according to claim 8, wherein the means for determining the frequency of the broadcast are chosen from the group consisting of:

- a) an optical reader which reads the frequency displayed on the car radio;
- b) an RF detector provided with an antenna, which is placed in the vicinity of the car radio and receives an LO signal normally emitted by the car radio which indicates the frequency of the current broadcast;
- c) a digital interface device included in the car radio which receives the same digital command word setting the car radio to the frequency of the current broadcast station and transfers said digital word to the transceiver.

13. Apparatus according to claim 8, wherein the car radio is a conventional one.

14. Apparatus according to claim 8, wherein the car transceiver is a digital cellular telephone.

15. Apparatus according to claim 8, wherein the car transceiver is a special transceiver such as used for car tracking or alarm systems

16. Apparatus according to claim 8, wherein the car radio is an FM radio receiver.

17. Apparatus according to claim 8, wherein the car radio is or includes a receiver chosen from the group that can be consisting AM, L-band, television sets, radar receivers and the like, either alone or in combination with the detectors of FM stations.

18. Apparatus according to claim 10, wherein the processing station is part of the central control station.